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Study and Significances of Role of Public Relations

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Abstract

In this paper we have study and analysis significances for role of public relations in various sectors. In challenges and opportunities government public relations professionals face in the India when communicating internally and externally. Stress the importance of public relations in public enterprises, clarify their role in organizations and the public and emphasize the importance of planned and continuous communication. The fact that the complexities and characteristics of public enterprises are particular problems in public relations is a highly relevant issue. Creating an appropriate image is not always easy unless people recognize their own goals and accomplishments. In this essence, public relations, if not hollow, should be mainly considered as the very expression of social responsibility before being mentioned.

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1. Introduction

Public relations professionals use ethical issues as individuals who make decisions about their careers. They also serve as ethical advisors to the organization and help organizations to act ethically, responsibly and sustainably. It describes the definition of moral and social responsibility, and discusses opportunities and barriers to public relations professionals in the advisory role of ethics in the face. Seven topics in public relations research are discussed: personal ethical decisions, client and other practitioner relationships, loyalty to organizations, the public and society, client or organization choices, lawyers and counselors, confidentiality and openness Media. Finally discussed the need for an ethical theory of public relations, and introduced the theory of several promising.[1-2]

1.1 Historical Development

Public Relations is as old as human civilization. It has existed in one form or the other. There are myriad examples of its varied form, content and end use. An ancient clay tablet, found in Iraq, told the Sumerian farmers how to grow better crops. That was over 4000 years ago. The Arabian tales relate how the celebrated Sultan Haroon- Al-Rashid used to wander about every night in disguise to see for himself as to what the people really felt about his administration.In the Ramayana there is a character called Bhadra who used to report to Rama about popular feelings and perceptions. Employing professional bards to sing the glory of the

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king was an ancient custom in India. Much of what is known today about the exploits of the kings and ancient civilizations is the result of scribes seeking to glorify the achievements of a royal patron. The Rajtarangini of Kalhana also belongs to the same genre.[1][3][5]

1.2 Mythological Public Relations

India can claim a model of public relations in its mythology which can be describedMythological Public Relations'. Two great epics –the Ramayana and the Mahabharata, India's pride and treasure, give us accounts of communicationtechniques adopted by the renowned characters of these epics to harmonize relationships between the various rulers and the ruled.Sage Narada, for example, the first mythological public relations personality, figured in both in Ramayana and the Mahabharata, was disseminating rulers and the ruled with the motive of establishing _Lok Kalyan' –the universal peace and prosperity. Indian public relations, therefore, cannot forget the mythological period as the basisfor the origin of public relations techniques. (Narsimhareddi, 2009)[6]

1.3 Evolution

The great religious teachers from Gautama Buddha and Sankaracharya to Nanak and Kabir were master communicators. They preached, in an idiom, which the common people found easy to understand. The rock inscriptions of emperor Ashok were written in local dialects for easy communication. He also sent his own children to Sri Lanka to spread the message of Buddhism.

Centuries of slavery beginning with the Mughal rule followed by the Englishmen brought in its wake a new type of Public Relations on the part of the rulers as also those spearheading the movement for Independence. The rulers tried to put forth that they were working for the people of this country and that people should cooperate in their continuance. Besides adopting various administrative and political policies, they launched communication strategies. William Augustus Hickey brought out the first newspaper in India in 1780 for catering to the interests of the European settlers in Calcutta. It was in no way a mirror of the nation in making. Newspapers soon became a means of educating and enlightening the people. They also highlighted various socially important issues, acting in the process as a catalyst for the growth of public opinion. In the present century the outstanding example of a master communicator is that of Mahatma Gandhi. On 9th August 1942, he gave a call to the British rulers to quit India. This resulted in hundreds of thousands of citizens coming out for their exit once and for all. Within five years, i.e., 15th August, 1947, centuries of slavery ended and India became independent. A systematic and organised practice of public relations in India began with the Indian Railways. The Great Indian Peninsular (GIP) Railways, for example, carried on a campaign in England in the 20s to attract tourists to India. Within the country, its Publicity Bureau introduced a travelling cinema which held open air shows at fairs, festivals and other places. This Bureau also undertook extensive advertising in newspapers and journals besides participating in exhibitions abroad to popularize the Indian Railways and tourist traffic. [7][8-9]

2. Development of Public Relations in India

A history of PR in India in the formal sense of the term has yet to be written. Not enough data are available nor has any research been done. While a formal history may be of interest in the academic sense, for an understanding of the problems of PR in India, it is not really very relevant. What is more relevant is to see the different stages that have taken place in thedevelopment of PR in India. Each stage corresponds to certain objective needs in the situation. While there may be many ways of looking at this question, perhaps four stages can be traced:[11-12]

1. The early stage where PR was practiced less as a matter of deliberate PR policy and more out of a liberal and philanthropic approach or out of sheer necessity for disseminating information. This stage continued till the Second World War.
2. The next stage started during the Second World War and can be defined as a stage of conscious PR. This stage still continues but a further development took place in the post independence period specially towards the latter half of the fifties and the early half of the sixties;
3. The third stage of PR is thus represented by the response of organizations in India to the new environment created in the wake of the Governments Industrialpolicy Resolution and the growth of democratic institutions in India- Parliament, the Legislatures, etc.
4. The fourth stage is represented by what one may call the stage ofprofessionalism in PR when PR practitioners began to organize themselves as a professional body and tried to develop their skills as Public Relations people. It was in this period that the Public Relations Society of India began to play an active role and initiated a movement to improve standards of PR practice in India.

2.1 The Early Stage

The early stage of public relations referred to as the stage before conscious PR activity started arose out of the efforts made by liberal and philanthropic industrial pioneers and also out of certain pressing needs for dissemination of information. Two notable examples of this type of public relations may be cited-the public relations and more specifically the community relations practiced by the house of Tatas and the public relations in the Railways. The Tata Iron and Steel Company went into production in 1912. From the very beginning the house of Tatas started practicing community relations by building Jamshedpur as a model township. Besides providing housing, water, electric supply and free primary education, the company runs a hospital and also a technical institute that was established as early as 1921. The company also promotes social, cultural and economic development of the community. Considerable efforts have been devoted to employees' welfare schemes from the very beginning. In the Railways public relations efforts in the pre-second World War period were perhaps dictated by commercial needs. Having built the railways at considerable cost mainly for the purpose of carrying raw materials from the hinterland to the ports the private companies who were then running the railways realized that without promoting passenger traffic the railways would not be commercially viable. It is understood that in the early twenties the GIP Railways in India carried on a public relations campaign in England to attract tourists to India using the media ofadvertising and pamphlets. Within the country the Publicity Bureau of this railway introduced a travelling cinema that gave open-air shows of the films at fairs and festivals. Subsequently publicity officers with similar functions were extended to other railways. The Railways Board established publicity bureaus in London and New York too. It is understood that both the London and New York offices used to advertise extensively in newspapers and journals. Both these offices participated in exhibitions held abroad to popularize Indian Railways and attract tourist's traffic. Another form of public relations that was practiced directly by the Government started as early as the First World War when the Government of India felt it necessary to disseminate information and to have an organization to feed the press and to supply war news to the people. A Central Publicity Board was established and subsequently Sir Stanley Reed, Editor of Times of India, Bombay, was asked to work as the Chairman. The Board had on it representatives from the army and the foreign and the political departments of the Government of India. After the end of the war the function of this Board was taken over by the Central Bureau of Information, which was established in 1921, and Prof. Rush brook Williams from Allahabad was invited to become its first Director. In 1923 the Central Bureau was redesigned as the Directorate of Public Instruction. Later, in 1939, this was renamed as the Directorate of Information and Broadcasting.

2.2 The Stage Of Conscious PR

We can now pass on to the second stage- the stage of conscious PR. This developmenttook place because certain objective factors had arisen in the environment that gave rise to the need for deliberate PR activity. Some of these factors were:

(a) The emergence of a vocal public opinion;

(b) The emergence of mass circulated newspapers and an influential press;

(c) Outbreak of the Second World War and the need for mobilizing public opinion in favor of the war effort.

To meet the needs of the situation arising out of the Second World War, particularly the need to mobilize public opinion in favor of the war effort in a situation where the India National Congress and national sentiment generally were against the war effort, the Government took a number of measures. A Ministry of Information and Broadcasting was created and the Directorate of information that had earlier been formed was amalgamated with the new ministry. The main function of the newly created Ministry of information was to create public opinion in the country in favor of the war effort. Opinion had also to be created in favor of such measures as recruitment of the Defence Force, price control and rationing of food grains. There were a number of units under this ministry such as the War purposes Exhibition Unit, the Films Division and the Central Bureau of Public Opinion. Just as on a world scale in the USA and Europe it was mainly the need for mobilizing public opinion in favor of the war effort that gave an impetus to organized public relations activities in the First World War so also in India at the time of the Second World War. It was in this period, too that certain industrial houses which had already been practicing public relations on a spontaneous basis began to organize their PR activity in a conscious way. The house of Tatas formed a public relations department at their Head Office in Bombay in 1943. Publication of a monthly News Bulletin was started in 1944.

2.3 The Third Stage Of PR

The third stage of PR may be said to have started with the coming of Independence to the country. There was a completely new environment and new political institutions. Some of the features of the new environment were:

(a) The emergence of Parliament and the State Legislatures elected for the first time on the basis of adult franchise;
(b) The adoption by the Government of the Industrial Policy Resolution and Industrial (Development and Regulation) Act. In the background of these factors both Government and business organizations had to adopt conscious and deliberate policies of Public relations. It is from this period that PR practice in the modern sense of the term began in India. International companies which already had their own expertise in public relations as it had developed in the United States and Europe began to make use of these techniques so that they may be able to survive and grow in the post-Independence environment.In the fifties and the early sixties companies like Burmah-Shell, Esso, Caltex, Dunlop, Philips, Hindustan Levers and Indian Oxygen set up departments to execute programs of public relations to meet the new situation. Indian companies also began to set up their own public relations departments to carry on organized PR activity.

2.4 Professionalism in PR

The fourth stage is marked by the emergence of professionalism in PR. It started withthe formation of professional organizations of PR practitioners in various parts of India notably in Bombay and Calcutta. The Public Relations Society of India was formed in Bombay as early as 1958. A few years later a Chapter of the Public Relations Society was organized in Calcutta. Prior to this a Public Relations Circle had functioned in Calcutta. As early as 1960 Tata Steel's organized a PR course PRO and it was held under the auspices of the Calcutta Management Association at the Bengal Chamber of Commerce Offices. These were, however, localized efforts and the first all-India effort to win recognition for PR as a profession was made with the holding of the first Public Relations Conference in New Delhi in April 1968. This Conference took note of the fact that while public relations had been gaining currency the reputation of the profession was sullied by the fact that a large number of people were masquerading as public relations practitioners who were in reality nothing better than fixers and lobbyists of various kinds often operating with the most dubious of methods. Understandably, therefore, the concern of the first conference was the discussion and adoption of a code of ethics and some attempt to define the parameters of the public relations profession. By and large this conference succeeded in achieving this goal and public relations has since come to be recognized as a profession that is playing a useful and necessary role in modern society. The start given to the PR movement by the first Public Relations Conference set it off on the right track. Since then it has matured and developed. Periodic conferences have been organized under the auspices of the Public Relations Society of India to take stock of developments in the field and to enable PR practitioners the share their experience with one another. The second Public Relations Conference was held in Madras in 1972 and was mainly concerned with the status and functions of public relations in the management hierarchy. The third was held in Calcutta in 1972 and had as its theme:‖ PR in the changing environment‖. The fourth all-India conference was held in Bombay in 1974 on the theme:‖ Towards a more responsible citizenship. A meeting of the Council of the International Public Relations Association ((IPRA) was synchronized with this conference and this helped to expose practitioners in India to the experience of other parts of the world. ―Towards greater professionalism‖- a very down to earth topic was the theme of the fifth all –India Public Relations Conference held in New Delhi in 1976. This was followed by a conference in Cochin in 1978 that had as its theme. The next conference coincided with the Ninth World Public Relations Congress and was held in Bombay in 1982. [14]

3. Three Indian Models

Based on this Western background, the evolution of public relations in India can be divided into three broad models. [15-18]
1. The State of Propaganda (Propaganda Model) 1500 BC to the end of the East India company rule in 1858.
2. The Era of Publicity (Publicity and Public Information Model) the British India Rule in 1858-1947.
3. The Age of Public Relations (two-way Asymmetric Public Relations Model)-Independent India, 1947-to date. As propounded by Grunig and Hunt in their four models, the Indian models also have definite communication objectives but with a difference. (Narsimhareddi, 2009).

3.1The Propaganda Model (1500 BC -1857 AD)

Propaganda is a deliberate and systematic attempt to shape perceptions, manipulate cognitions and direct behavior to achieve a response that furthers the desired intent of the propagandist'. (Jowett and O'Donnell 1986). Public Relations in India grew out of propaganda. In the propaganda model, the purpose is to promote an ideology/a rule among the public with specific motives. Great religious leaders like Mahavira, the apostles of Jainism, Gautam Buddha, the founder of Buddhism, and the Hindu philosopher, Adi Sankara, belong to this category. They influenced the people's mind to absorb and assimilate their respective faiths. The audiences, in this case, had to reinforce of change their attitudes in tune with the message of their leaders. Similarly, the kings of ancient India; (Mauryan empire) Medieval India; (Mughals)and the later day, the East

India Company, attempted with information to instill amassive dose of faith in the people to support and preserve the rule of their respectivegovernments and to promote the image of the rulers. The kings of both ancient andmedieval period adopted propaganda techniques to perpetuate their rule by hook or by crook. It remained a one way communication, the message being the intent of theruler or religious leader.

3.2The Era of Publicity (Publicity And Publicinformation Model) 1858-1947 (The British Rule)

Publicity is the dissemination of information, making matters public from the point ofview of one who wishes to inform others. The Era of Publicity (Publicity of public information model) – the second stage in the evolution of Indian public relation began in 1858 with the end of the East India Company's rule. Queen Victoria took charge of the governance of India, after the great rebellion by the Indian soldiers in 1857. The British Government, through their Viceroys in India, involved the people for the first time in communication through the newspapers. The establishment of Editor's Room in 1858 and the appointment of the First Press Commissioner in 1880 were the benchmark events in the evolution of publicity or public information model Establishment of Publicity Boards (1914-1918) during First World War, Publicity Bureau of the Railways (1930); the Bureau of Public Information(1936); the Directorate of Information and Broadcasting(1939) during the Second World War, and the creation of Department of Information and Broadcasting, Government of India (1941), Press Information Bureau (1946) were some of the landmarks of the Publicity Model. (History of Indian Journalism-1997)

3.3 The Age of Public Relations (Asymmetric Public Relations Model) In 1947- Independent India

Public Relations is persuasive communication designed to influence both internal andexternal publics. In 1947, when India became independent , the first Prime Minister of India, Pandit Jawaharlal Nehru was himself a great advocate of the philosophy that free flow of information from government to the governed and from the governed to the government is a pre-requisite for the success of democratic policy. He also emphasized that _Freedom form ignorance is as important, as freedom from hunger In the process, mass communication assumed greater importance in the independent India to create awareness about the policies and actions of a democratic government. In fact Pandit Nehru was the prophet of Indian mass communication.

4.Trends in Public Relations Today in India

The following trends emerged in recent days in Public Relations Practices in India[19-22]

4.1Trade Wars

With the introduction of New Industrial Policy 1991, which envisages liberalization, privatization and globalization, the Indian industry has become internationally competitive. As a result, a competitive environment has emerged in India we are witnessing Trade Wars in the shape of Car war, Cell Phone war, Insurance war, Bank war, Media war, Satellite television channel war, Newspaper price war and so on.There is a war going on in every field be it fertilizer, coal or steel. And the fittest alone will survive the competition.

4.2Insurance

The insurance sector is yet another important area where there is a severe competition. As against on Life Insurance Corporation of India, we have today about 25 insurance companies doing business with a variety of policies and aggressive communication methods to attract customers. The customer has a _tough time' to decide who has the best product to offer.

4.3 Implications Of Globalization

What are the implications of both globalization of economy and globalization ofcommunication on public relations? The competitive market economy resulted inintensive public relations communication activity. In house PR departments and PRagencies have to shoulder heavy responsibility to meet the global competition. Whenforeign brands came to India with foreign companies and foreign capital, multinationalPR Agencies and Ad, agencies entered India to handle their clients. At thistime new PR Agencies also emerged and Indian Ad. Agencies opened PR divisionsand some of them also tied up with foreign ones. This is an Age of Upswing' for public relations.

4.4 Biggest In The World

According to one estimate, the Indian information and public relations network in government, public sector, private industry and business with about one lakh professionals directly involved in the dissemination of public information on the one side and over 20 lakhs extension personnel working in the extension wings of agriculture, health, family welfare, women's welfare, rural development department etc.,

on the other is the biggest information and communication network in the world, reaching about 75-80 crore people with wide spectrum of socio-economic messages. Public relations is now a Rs. 6,000 crore industry in India.

4.5 Mixed Legacy

A million dollar question arises as to what is the State-of-the-Art Public Relations? Public relations in India is now a mixed legacy containing highly qualified PR professionals-second to none in the world on one side and on the other we have many non-professionals without any grounding in the discipline. According to the Public Relations Voice survey, about 45 Percent PR people are professionals. The distinguishing trait of India public relations is the _Quantity of Personnel' rather than Quality of the profession.

4.6 Identity Crisis

For PR is suffering from an identity crisis for it is called by different nomenclatures such as corporate communication, corporate relations, publicity, public relations.

5. Conclusion

This study has significant implications for public relations in education & public welfare department. This study shows that practitioners understand the tactics of social media, however integrating social media for PRO education & public welfare can help mass public in many respects. Each objective has been found out with the visual exploration of above data. It is very clear that except few variable most of the questionnaire find a great place for PRO relation. It functionality and role both are very effective for the said organization

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